

253. CLAIMS - We claim;
254. Claim 1:
  255. A cylindrically curved self supporting changeable indicia substrate
  256. retaining display comprising;
    257. a completely through cut slit within the perimeter edge of a flexible planar substrate;
    258. whereas the vector line path
    259. of said slit forms an indicia substrate retaining appendage;
    260. and whereas said appendage
    261. is less in overall planar edge perimeter dimension than that of planar edge
    262. perimeter dimension of the indicia substrate to be inserted;
    263. and whereas said indicia substrate
    264. is sandwiched between rearward and concave surface of said display
    265. and frontward and convex surface of said appendage;
    266. and wherein said indicia substrate
    267. is secured by surrounding, opposing, and retained curvature stresses
    268. when said display substrate is subjected to resulting stresses of directionally
    269. predetermined circumferencial compression, curvature and
    270. retention of said compression;
    271. and whereas said flexible display substrate
    272. acquires a more rigid and self supporting structure when subjected to
    273. said compression and curvature form;
    274. and a means for said retension of said compression;
    275. whereby a single said slit within said perimeter edge of a curvedly stressed
    276. flexible display substrate forms a cooperatively receiving aperture and appendage
    277. for securing and sandwiching a said indicia substrate opposingly to rearward and
    278. concave surface of said display substrate.
  - 279.
  - 280.

- 281. CLAIMS - We claim; - continued
- 282. Claim 2:
  - 283. A substrate retaining display as claimed in claim 1, further comprising;
  - 284. a completely through cut slit with directionally predetermined
  - 285. longitudinal vector line path beginning and ending points;
  - 286. whereas said beginning and ending point
  - 287. approximated positions and direction of travel are not directionally parallel
  - 288. with any 3 sides of perimeter of said formed appendage;
  - 289. whereby further longitudinal extending of said vector line path beginning and
  - 290. ending points is prevented when subjected to said directionally predetermined
  - 291. compression, curvature and retention of said flexible display substrate.
- 292.
- 293. Claim 3:
  - 294. A substrate retaining display as claimed in claim 1, further comprising;
  - 295. A fixed width wire rod leg set as a means for retention;
  - 296. whereas the elongate end tips of legs of said leg set are slightly bent to
  - 297. prevent unintended exiting from elongate retaining apertures;
  - 298. whereas said leg set remains slidably positionable within one, or a plurality of
  - 299. said elongate leg set retaining apertures;
  - 300. whereas said apertures are formed from flexible tabular appendages;
  - 301. whereas said appendages provide an exit and entry means for said leg set;
  - 302. whereby said leg set is removable, vertically invertable, longitudinally
  - 303. extendable and retractable, and replaceable for changing said display from an
  - 304. indoor self supporting display to an outdoor and ground penetrating display.
- 305.
- 306. Claim 4:
  - 307. A substrate retaining display as claimed in claim 1, further comprising;
  - 308. a functional tab created by said vector line path of said slit.

309. CLAIMS - We claim; - continued

310. Claim 5:

311. A substrate retaining display as claimed in claim 1, further comprising;

312. A sliding retainer clip mounted onto, and partially surrounding

313. indicia substrate retaining appendage;

314. whereas said sliding retainer clip is adjusted vertically upward until a curvedly

315. shaped and forwardly protruding tab of said sliding retainer clip contacts and

316. supports the vertically lower planar edge of a rigid indicia substrate;

317. whereas the vertically upward planar edge of said rigid indicia substrate is

318. secured under and behind a predeterminedly positioned rigid indicia substrate

319. retaining tab formed in said display substrate;

320. whereas said sliding clip is secured by surrounding, opposing, and retained

321. compression and curvature stresses surrounding said indicia retainer slit;

322. whereby said clip serves as a vertically adjustable retainer for said rigid indicia

323. substrates of variable dimensional sizes and thicknesses.

324.

325. Claim 6:

326. A substrate retaining display as claimed in claim 1, further comprising;

327. a plurality of apertures in said display substrate for securing said means for retention.

328.

329. Claim 7:

330. A substrate retaining display as claimed in claim 1, further comprising;

331. a plurality of notches located at planar perimeter edge of said display substrate

332. for securing said means for retention.

333.

334. Claim 8:

335. A substrate retaining display as claimed in claim 1, further comprising;

336. a said means for retention using separate and predeterminedly spaced abutments.

337. CLAIMS - We claim; - continued

338. Claim 9:

339. A substrate retaining display as claimed in claim 1, further comprising;

340. a said means for retention using an elongate elastically resilient material.

341.

342. Claim 10:

343. A substrate retaining display as claimed in claim 1, further comprising;

344. a said means for retention using an elongate non-elastic material.

345.

346. Claim 11:

347. A substrate retaining display as claimed in claim 1, further comprising;

348. a said means for retention using a fixed shape wire rod sign stake.

349.

350. Claim 12:

351. A substrate retaining display as claimed in claim 1, further comprising;

352. a said means for retention using predeterminedly spaced and cooperatively

353. interconnecting tabs and notches formed at or near the perimeter edge of

354. said display substrate.

355.

356.

357.

358.

359.

360.

361.

352.

363.

364.